

**American Chemical Society**



# Communicating Science To the Public

**RHIC & AGS Users & NUFO Meeting  
Brookhaven National Laboratory  
June 9, 2010**

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American Chemical Society**

# Presentation Overview

- Snapshot of ACS
  - Overview of ACS Office of Public Affairs
  - Focus on Outreach to the Public:
    - Science Communications – Media Engagement
    - Society Communications – Member Engagement
  - Questions?
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# Snapshot of the American Chemical Society



- Created in 1876 -- grown to be world's largest scientific society
  - Over 161,000 members – U.S. & Worldwide (100 countries)
  - Publish 38 Journals and Chemical & Engineering News (C&EN)
  - Chemical Abstract Service
  - ACS Green Chemistry Institute
  - ACS Petroleum Research Fund
  - Education Training & Scholarship Programs
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# Snapshot of the American Chemical Society



- ACS Operates Under a Unique National Charter of Incorporation
- Congress Approved & Signed by President Franklin Delano Roosevelt – Effective January 1, 1938.
- *“Promotion of research in chemical science....increase diffusion of chemical knowledge to promote scientific interest and inquiry, thereby fostering public welfare and education....”*



# Snapshot of the American Chemical Society



## Goal 4 – ACS Strategic Plan

**“ACS will be a leader in communicating to the general public the nature and value of chemistry and related sciences.”**

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# ACS Office of Public Affairs

- **Overall Responsibility for Communications and Government Affairs**
  - **Four Major Units:**
    - **Public Policy**
    - **Advocacy**
    - **Federal Relations**
    - **Science Communications**
    - **Society Communications**
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# ACS Office of Public Affairs

- **Science Communications**
    - Media Focused – Public Audience
  - **Society Communications**
    - Member Focused – Public Audience
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# Major Products

## Science Communications



### Media Focused

- **Weekly *ACS PressPac*: 250 journal and *C&EN* articles annually**
- **Regular Press Releases: 20-30 journal articles annually**
- **National Meeting Press Releases: 40-50 annually**
- **National Meeting Press Briefings: 20-30 annually**
- **Kids' Science Press Releases: 10 annually**
- ***Discoveries!* Weekly science column**
- **Main Press Center on [www.acs.org/pressroom](http://www.acs.org/pressroom)**

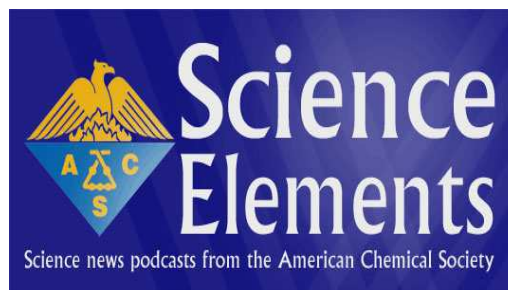


# Major Products Science Communications



## Podcasts

- **Bytesize Science Video Podcasts: 10 annually**
- **Science Elements Audio Podcasts: 50 annually**
- **Global Challenges/Chemistry Solutions podcasts/websites: 24 annually**
- **[www.acs.org/pressroom](http://www.acs.org/pressroom)**



## 2009 Podcast Downloads

	<u>Jan. – Dec '08</u>	<u>Jan. – Dec '09</u>
• <i>Bytesize Science</i>	59,706	125,652
• <i>Science Elements</i>	48,422	72,341
• <i>Global Challenges</i>	16,712	36,203
• TOTALS	<b>124,840</b>	<b>234,196</b>

- Available from ACS and iTunes....

# Aggressive Media Outreach to Print and Electronic Outlets



## ➤ **Scouting Operation**

- 38,000 ACS Journal Galleys and C&EN Articles
- 20,000 ACS Meeting Abstracts

**Goal – Find Science “Gems” of interest to the public!**



## Evaluating for newsworthiness

- **Impact:** How many people were/are/may be affected?
  - **Timeliness:** Did it happen recently; connected to events now in the news; to a holiday or season of the year?
  - **Revelation:** Is there important new information?
  - **Practicality:** News you can use? Can people take some action as a result?
  - **Prominence:** Does it involve a major scientific figure?
  - **Controversy:** Do the findings defy conventional wisdom?
  - **Relevance:** Does it connect with the everyday lives of ordinary people?
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# Aggressive Media Outreach to Print and Electronic Outlets



## ➤ Pitching Operation

- Weekly *ACS PressPac* – 5 articles/250 words each (hyperlinked to full article & researcher contact info)
  - Broadly sent to 2000 journalists, targeted to more than 400 by interest area
  - Fills important void in media – demise of print sector; lack of science and technical reporters
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# Aggressive Media Outreach to Print and Electronic Outlets



## ➤ Capture Operation

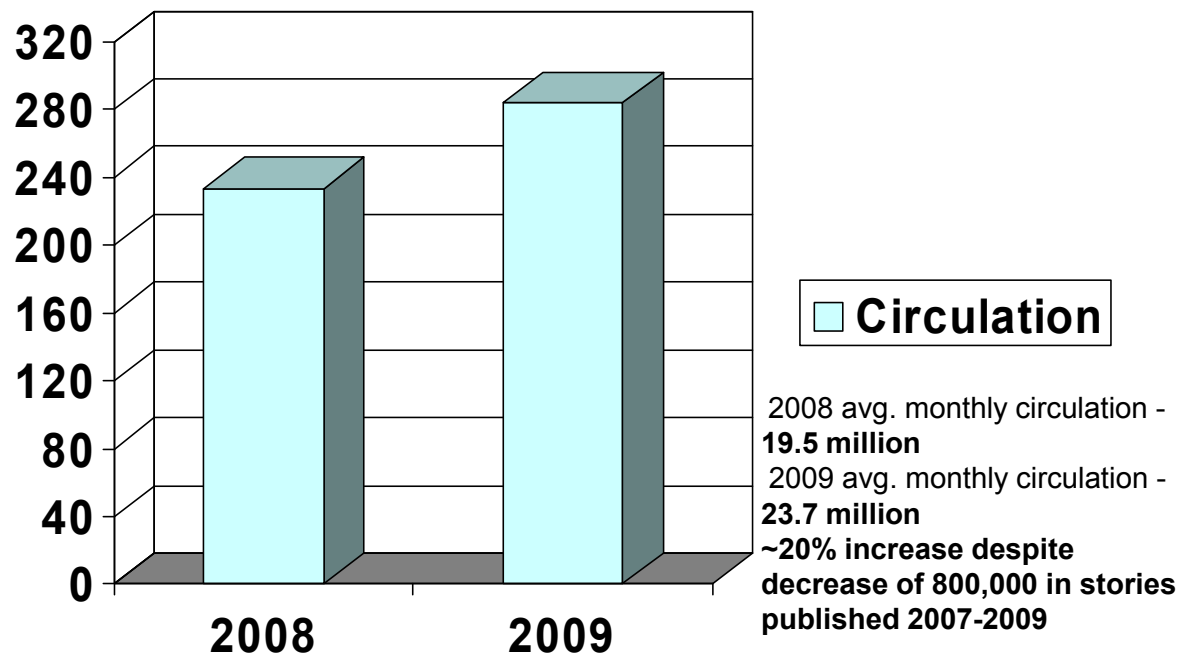
- Major Media Placements
- Print and Evolving More to Web
- 2009 Print: 100+ major stories that reached a potential audience of 288 million (3.2 readers per unit >860 mil.)
- 2009 Web: ACS content appeared on websites averaging 2.1 billion unique visits per month.



# Newspaper, Magazine, and Other Print Publications



Millions



Credit: BurrellesLuce

# Monitoring 50 Million News Sources by BurrellesLuce



- Blogs
- Internet forums
- Social media
- Web news sources
- Regional publications
- Daily and non-daily newspapers
- Consumer magazines
- Trade magazines
- Professional journals
- News wires and syndicated services
- Broadcast





# **239<sup>th</sup> National Meeting – March 2010**

## **3.2 Billion Potential Audience**



- **Wine & Atomic Bomb Tests**
  - **Safer Sunscreen from Soybeans**
  - **Smart Birds**
  - **Stomach-Friendly Coffee**
  - **Air Pollution From Fast Food Restaurants**
  - **Secrets of the “Super Aged”**
  - **Chemistry for a Sustainable World**
  - **Cool Roofs/Hot Roofs**
  - **Sweet Tires**
  - **Setting Standard Identities for Queso Fresco & Other Hispanic Foods**
  - **Vitamin-Enriched Contact Lenses**
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# 238<sup>th</sup> National Meeting

## August 2009

### 1.7 Billion Potential Audience



- Australia to Zimbabwe
  - Newspapers & magazines
    - News stories, feature stories, editorials (NYT), images & captions, graphics with credit to ACS (Page One USAToday)
  - Online
    - Yahoo News 19 stories: 42 million views each = 798 million
    - Yahoo Finance 7 stories: 22 million views each = 154 million
    - About.com Health/Education: 64 million views
    - Washington Post: 9 million views
    - USA Today: 9 million views
    - New York Times: 7 million views
  - TV: BBC, CNN, CBS, NBC, ABC, MSNBC, FoxNews
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## National Meeting Feedback

- **“The main result was an unbelievable cascade of enquiries from all over the world. Questions came from the general public, and also from scientists including astronomers. Apparently your news releases reach a very wide audience.”**  
— Ph.D., Columbia University
  - **“The publicity generated by the press release from the ACS National Meeting was fantastic. Numerous high profile newspapers and websites, including *USA Today*, *Yahoo News*, ran stories. . . I have received dozens of comments, emails, and telephone calls as a result of the published stories and it is possible that new collaborations will result.”**  
— Ph.D., Arizona State University
  - **“I have received quite a few positive comments from colleagues and former colleagues about the media coverage. It has been a morale booster for my student. It has also given me additional motivation to seek additional funding for the work.”**  
- Ph.D., Louisiana State University
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# Measuring Value of ACS Media Placements



## ➤ *New Measure! -*

### **Value of Placements**

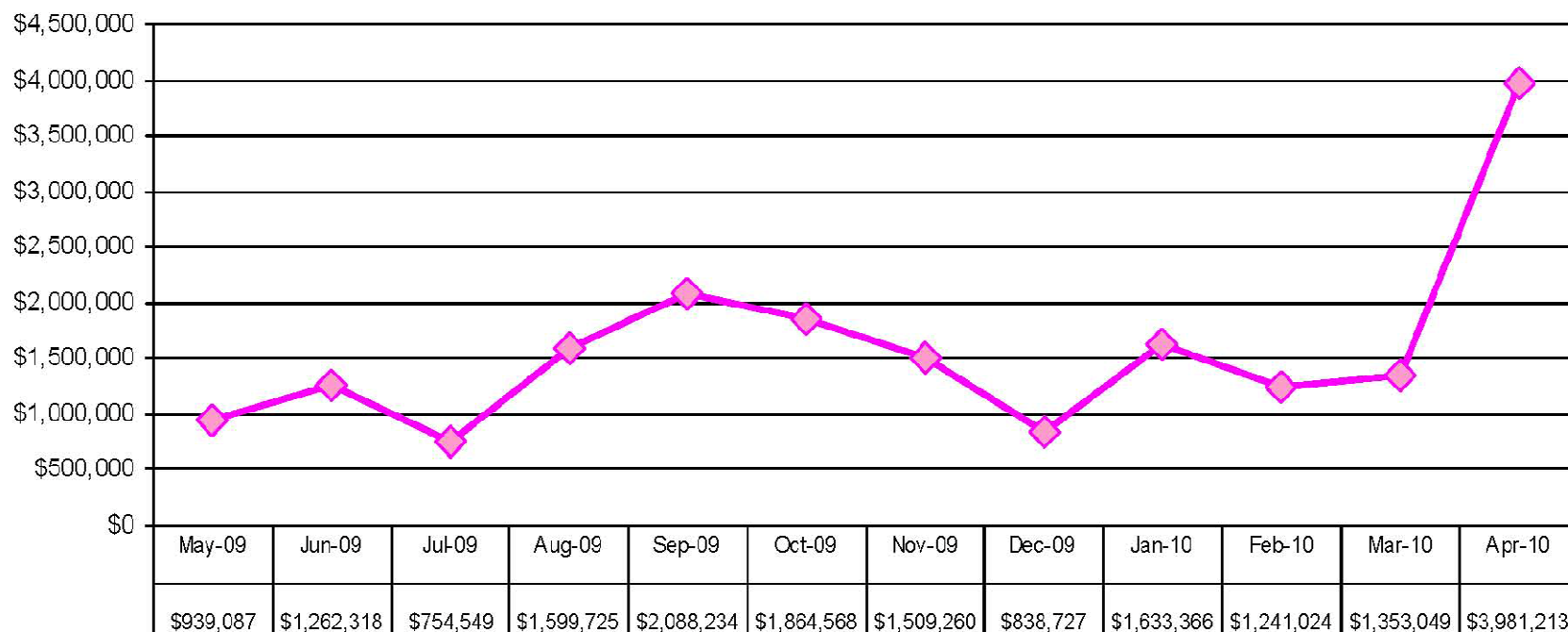
- **\$9.2 million for the last 8 months 2009**
- **\$8 million for the first 4 months of 2010**
- **Assessing how to measure value of electronic placements**



## Media Value Delivered Over Time May 2009 - April 2010



### Media Value



# Measuring Value of ACS Media Placements



## ➤ **Researcher/Member Value**

- Possible new sources of funding
- Offers to collaborate
- Congressional testimony
- Helps fulfill funding agencies “broader impacts” criterion.  
“Will the results be disseminated broadly to enhance scientific and technological understanding?”
- Public recognition



# Measuring Value of ACS Media Placements



## ➤ Researcher/Member Value



“The response to your press release has been almost overwhelming and it is still continuing. . . The press coverage...opened up a new collaborative research project, and it led to a potential corporate partner contacting me. So good work and thank you very much!”

— Researcher, University of Utah, August 2009

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# Member & Employee Outreach Society Communications



## Member & Employee Focused Initiative

- **Chemistry Ambassadors Program**
- National Historic Chemical Landmark Program
- OpEds and Letters to the Editor
- **International Year of Chemistry 2011**
- *The Phoenix* newsletter



# Member Outreach

## Society Communications



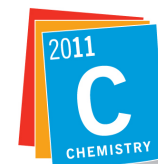
## Chemistry Ambassadors

- Launched in August 2009
- Goal: Enlist & Equip our more than 161,000 members to be even more effective spokespersons for chemistry
- Currently 4200 members recognized as Chemistry Ambassadors
- Online Toolbox – Training & Resources Available
- [www.acs.org/chemistryambassadors](http://www.acs.org/chemistryambassadors)



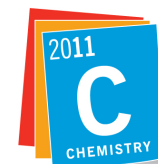
# International Year of Chemistry Communications Planning

- Build awareness in 2010 for action in 2011
- C&EN article—get ready now for 2011-  
May 3, 2010
- Adding IYC to all branded templates
- Ads for Web, Shuttle Buses, print publications
- Engage Chemistry Ambassadors and Local Section  
Public Relation Chairs [now 61, up from 52 in 2009]



International Year of  
**CHEMISTRY**  
**2011**

# International Year of Chemistry Communications Planning



International Year of  
**CHEMISTRY**  
**2011**

- “2011 Ways to Celebrate 2011”
  - Feature articles that connect ACS programs and members to national science education initiatives
  - Op-ed possibilities
  - Articles for kids’ publications—Mini Page, Weekly Reader, Scholastic
  - Resolutions for members to use at local and state level, OPA to place at national level
  - White House event???
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**Thank You!**

**Questions?**

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